

**PROFILE**

**NAME:** Lethbridge School Division  
**LOCATION:** Lethbridge, Alberta  
**WEBSITE:**  
<https://www.lethsd.ab.ca/>

**CHALLENGE**

Lethbridge School Division needed to standardize its classroom technology to better support teaching and learning.

**SOLUTION**

Lethbridge School Division standardized on BrightLink interactive laser displays because of its high-quality, low-maintenance and budget-friendly technology, as well as the strong partnership Epson provides to schools.

## Transforming Learning with Epson Technology

Located in Alberta, Lethbridge School Division serves more than 12,000 students and is growing every year. The division wanted to standardize its classroom technologies to help IT staff support the needs of the growing teacher and student population.

“There is more technology available to students today and our students expect to have access to modern technology when they come into our schools,” said Jesse Sadlowski, director of technology and learning innovation at Lethbridge School Division. “Classroom technologies used to be considered a ‘nice to have’ about 10 or so years ago. Now, they are a must have.”

To address the need for standardization, classrooms now have the same technology: a teacher PC, whiteboard, Epson document camera, and an BrightLink® interactive laser display. “We have projectors everywhere. That’s our go to,” said Sadlowski. “We have more than 600 classrooms and every classroom has a projector.”

The three biggest reasons why the division selected BrightLink displays for every classroom came down to the quality of the product, the power of standardization, and the partnership that Epson provides.

### Innovative Technology

When determining which classroom display technology the division wanted, BrightLink laser displays were the ultimate choice. BrightLink features 3LCD technology for bold, brilliant colorful images perfect for settings with ambient light. It transforms classrooms into immersive collaborative environments where productivity is enhanced, creativity is on display, and participants are fully engaged.

“When we purchased BrightLinks we know we’re investing in something that has a 10+ year lifespan,” said Sadlowski. “The amount of time we’ve spent fixing them has been zero.”



A convenient and seamless solution, BrightLink displays come with new touch modules or they can work with existing touch modules already in place in classrooms. They also feature built-in wireless, automatic image alignment and pen calibration for time-saving installation. Plus, the BrightLink provides a virtually maintenance-free, 20,000-hour laser light source engine with no lamps to replace.

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- JESSE SADLOWSKI, DIRECTOR OF TECHNOLOGY, LETHBRIDGE SCHOOL DIVISION

## Power of Standardization

In addition to having minimal maintenance, standardizing on BrightLink also simplifies training because it makes it easier to train large groups of teachers. Once teachers are trained, they are able to support each other and answer questions about the standardized technology.

“Standardization is key because we all know the products,” said Sadlowski. “Teachers know the equipment and some become experts on the equipment and support the others in their learning.”

Not only do teachers love being able to support each other in learning to use the technology, they also love having valuable whiteboard space back. Teachers can display a lesson on the BrightLink, and they can quickly turn it off to utilize the whiteboard space in another way. Teachers appreciate having the flexibility to create interactive lessons in various ways, no matter what classroom they are teaching in.

“Standardization has been a huge benefit of the projectors,” said Sadlowski. “We also have a company and partner we can trust.”

***“We know what we get when we purchase Epson. We’re getting value and a product that a company will stand behind, one that we’ll get a lot of lifespan out of, and one that is also innovative.”***

- JESSE SADLOWSKI, DIRECTOR OF TECHNOLOGY, LETHBRIDGE SCHOOL DIVISION



## Strong Partnerships & Beyond the Classroom

Through standardizing on the BrightLink, Lethbridge gained a valuable partner in education. The partnership is so strong, the division is using Epson for school printers and large venue projectors.

“Epson has been a great educational partner for us,” said Sadlowski. “Having the right equipment and the right partners, like Epson, supporting all of our students is really important.”

Lethbridge found additional ways to utilize Epson technology beyond the classroom. The board office, for instance, uses a LightScene™ display to project student artwork and other school information where community members walk in the building. High school theaters have Epson large venue projectors to support shows and presentations, and, most recently, the division’s esports program utilized large venue projectors to display game play during a high school competition.

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